

We claim:

*Sub B1*

1. A credit-card-sized card comprising a front, a back, and a tread comprising a plurality of raised dimples for improving the gripability of said card.
2. A card as in claim 1, further comprising a magnetic stripe.
3. A card as in claim 2, wherein the magnetic stripe has approximate dimensions of 12 to 16 mm in width and 82 mm in length, and is located on the back of the card approximately 5 mm from and parallel to a lengthwise edge of said card.
4. A card as in claim 3, wherein the tread avoids interference with the readability of information encoded on the magnetic stripe.
5. A card as in claim 1, further comprising a computer chip embedded in said card for the storage of digital information.
6. A card as in claim 1, wherein said tread is formed on the front of said card.
7. A card as in claim 6, wherein said tread is arranged near an edge of said card.
8. A card as in claim 1, wherein said tread comprises dimples arranged in at least one triangular pattern.
9. A card as in claim 7, wherein said tread comprises dimples arranged in at least one triangular pattern.
10. A card as in claim 1, wherein said tread is formed on the back of said card.
11. A card as in claim 10, wherein said tread is arranged near an edge of said card.

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12. A card as in claim 11, wherein said tread comprises dimples arranged in at least one triangular pattern.

13. A card as in claim 10, wherein said tread comprises dimples arranged in at least one triangular pattern.

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